October 22, 1979

To: Supervisors

From: Marketing Information Systems

Subject: Return and Confidentiality of Materials For Cambridge Pack Test

For this particular study it is absolutely imperative that all of the Cambridge pictures and ads be returned to Marketing Information Systems, Inc. as soon as the study is complete. The completed questionnaires will not be accepted and the work will not be paid for unless this procedure is followed.

During mall hours the above mentioned materials are not to be left unattended, nor are they to leave the interviewing area at any time. These materials, along with the questionnaires, are to be kept in one place accessible only to personnel directly involved with the test.

To facilitate the handling of the questionnaires and the implementation of this security procedure we have pre numbered the questionnaires from 1 to 110. All 110 of the questionnaires, completed or not, are to be returned. Additional screening pages have been enclosed for your use.

Please apprise your interviewers of these requirements.

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Source: https://www.industrydocuments.ucsf.edu/docs/rlyj0004